



Police Department

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Chief of Police

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LOOK UP - ANONYMOUS CRIME HOTLINE SEEN CITYWIDE

Leading off the first day of a Crime Prevention Week to celebrate public/private partnerships between the Milwaukee Police Department and some of our city's corporate citizens, 35 billboards promoting the WeTip hotline number will be popping up all over the City of Milwaukee beginning Monday, December 12, 2005. The number is 1-800-78 CRIME and the campaign asks citizens, "Want a safer neighborhood? It's your call."

Through a generous donation by Clear Channel Outdoor and Clear Channel Radio, the billboards will be posted over a four-month period throughout the City of Milwaukee. During the same time period, Clear Channel Radio will run a minimum of 300 30-second Public Service Announcements over the six Clear Channel Radio Stations (WISN-AM, WKKV-FM, WLTQ-FM, WMIL-FM, WOKY-AM, WRIT-FM). The Milwaukee Courier newspaper also will run advertisements promoting the WeTip number. The Milwaukee Marketing Communications firm Boelter + Lincoln provided the creative for the billboard.

The WeTip hotline is a toll-free number, answered live 24 hours a day, seven days a week for people to report information they may have about a crime. More than 415,000 anonymous tips have led to the arrest of more than 15,000 criminals nationwide during the 33 years WeTip has been in existence.

One of the greatest barriers to solving crimes is fear – fear of citizens to report crime because they believe they will suffer retribution.

"This is an exciting opportunity to get the WeTip number out to the citizens of the City of Milwaukee in a big way – literally," said Milwaukee Police Chief Nannette Hegerty. "The ability to use this anonymous number empowers citizens and businesses by giving them a way to fight crime without fear."

The Milwaukee Police Department wishes to thank Clear Channel Outdoor, Clear Channel Radio, The Milwaukee Courier newspaper and Boelter + Lincoln Marketing Communications for their work on this project which benefits all the citizens of Milwaukee.

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